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FSC-123-B	7/22/98	
SUBJECT: Merchandising Selling Tools and Informational Updates		
DISTRIBUTION:		
X AVP	X KAM	X DM
X RSM	X AM	X RM
X RBM	X AE	Sales Rep
X ROM		Retail Rep

(Please distribute to Sales Reps.)

Objective: Provide updated knowledge and enhanced selling tools to better support Field selling efforts.

Purpose: Allow Field Sales to better leverage selling tools (i.e. **QkPOG2** and **PRP Bundling** applications), **GamePlan** and CAPS presentation information utilizing newly acquired out-of-stock learning.

To assist you in educating the retail trade and selling the new RJR Merchandising Programs, the following subjects are outlined in this letter:

- Convenience Store News Out-of-Stock Study - Field Distribution
- CAPS update - Out-of-Stock/SKU Management and C-Gas gatefolds
- Game Plan Presentation update
- QkPOG 2 Enhancement
- PRP Bundle Enhancement

Convenience Store News Out-of-Stock Study

- Circulation of reprints from a February 1998 **Convenience Store News Out-of-Stock Study** will be mailed week of 7/20 to ROUs. ROUs to mail to all Sales Managers and Sales Representatives week of July 27.
 - This comprehensive study shows clearly that "in-stock means in business" and shows that out-of-stock in the tobacco category has the greatest potential impact in Conv/Gas stores.
 - The study results are a "wake-up call" to retailers that we should share with our accounts in our role of Category/Business Advisor.
 - This further supports RJR philosophy relative to SKU management with data that is even more compelling than RJR's historical learning.

CAPS Update

- This important CSN 26-page study has been summarized and added to CAPS, C-Gas gatefold, (Out-of-Stock Impact slide) and the SKU management gatefold, (What's At Stake and CSL Impact slides).
- The CSL Impact slide has been revised for you to compare two "What If" scenarios comparing different CSL levels, using the CSN study results.

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Game Plan Presentation Update

- The GamePlan presentation, in the SR ToolKit, can now be customized directly in Powerpoint through the use of linked Excel spreadsheets (similar to the Promotion Sell Sheets).
 - You may now customize GamePlan information for the RJR Retail Partners Resource Plan Proposal (slide #26), Competitive Resource Comparison (slide #28) and O-O-S/SKU Impact Analysis (slide #29) directly in Powerpoint.
 - Simply double-click on the grids to add new information to the presentation.
 - Help has been updated on how to use the revised GamePlan file available within the SR ToolKit.
 - Please note that this update is not reflected on the New World CD (distributed last May).

QkPOG2

- The QkPOG2 application can now be used for both new world and traditional planograms.
 - You can navigate around QkPOG2 and select print options by using the new drop-down menu.
 - Additional objects have been added to allow you to do traditional planogramming and to layer information (planogram objects), so you can do more types of planograms.
 - New demos, as well as Updated Help on how to use QkPOG2, are also available within the SR ToolKit.

PRP Bundle Enhancement

- The PRP Bundle application now has an Industry Options section. This enhancement has been added as an option to reflect all potential RJR as well and competitors' programs, as needed for a given retailer.
 - To use this enhancement, select "Go To Industry Options" in the PRP Bundle drop-down menu.
 - New demos, as well as Updated Help on how to use PRP Bundle, are also available within the SR ToolKit.
- The regular RJR ToolKit (Managers Only) will also be updated with the new versions of both the PRP Bundle and the QkPOG2 applications. The Game Plan presentation is available only from the SR ToolKit.

Timing

All downloads of the enhancements/updates to Field Sales PC's are scheduled to be completed on or about July 25, via normal ("reports only") communications.

Program Contacts: Lucinda Sheer/NESA, extension #2619
Pat O'Mara/SSA, extension #7161
Rich Pettorini/WSA, extension #1052
Bill Duffy/MWSA, extension #5776

R. J. REYNOLDS TOBACCO COMPANY

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